



Your success begins in
PURE MICHIGAN



Michigan Economic Development Corporation

House Commerce Committee

Honorable Representative Frank Foster, Chair

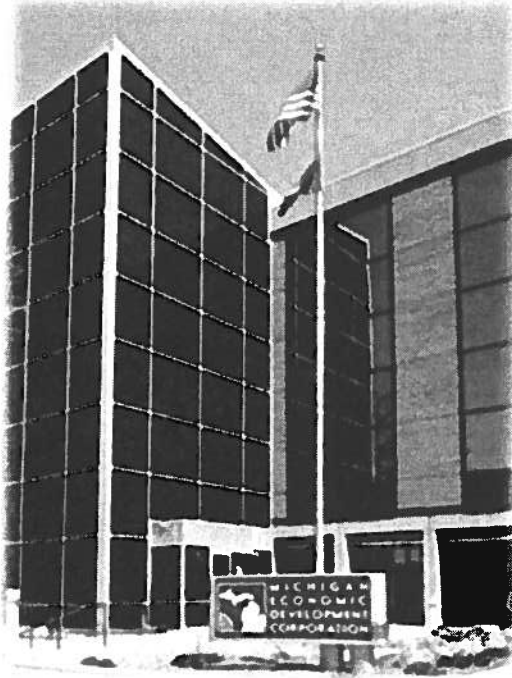
January 30, 2013

Presented by:

Michael A. Finney, President & Chief Executive Officer
James McBryde, Vice President, Governmental Affairs

PURE MICHIGAN®

Michigan Economic Development Corporation



The MEDC is helping create more and better jobs by accelerating business investments, increasing community vitality, matching talent supply with demand, and extending the state's exceptional tourism brand.

Our approach is to deliver value-added services through regional partners to growing Michigan businesses. We also provide capital access in partnership with the private sector and ensure a common brand experience across the state.

We have four toolboxes for our customers:

PURE MICHIGAN®
Talent Connect

PURE MICHIGAN®
Business Connect

PURE MICHIGAN®

PURE MICHIGAN®
Capital Connect

**Business Climate and
Development**

**Community
Development**

**Image
Enhancement**

**Talent
Enhancement**

Reinventing Michigan

- 1 Create more and better jobs
- 2 Leverage our new tax system
- 3 Reinvent our government
- 4 Keep our youth—our future—here
- 5 Restore our cities
- 6 Enhance our national and international image
- 7 Protect our environment
- 8 Revitalize our educational system
- 9 Reinvent our health care system
- 10 Winning in Michigan through Relentless Positive Action

www.michigan.gov/gov

Not paid for with state funds.

OUR MISSION

We market Michigan and provide the tools and environment to drive job creation and investment.

VISION

We will transform the Michigan economy by growing and attracting business, keeping talented residents here, and revitalizing our urban centers.

A TOP 10 STATE FOR:

- Low unemployment
- GDP growth
- Per capita income
- Young adult population growth

OUR CUSTOMERS

We engage with customers globally, including:

- Businesses, entrepreneurs and communities
- Travelers and tourists
- A talented workforce that adds value to Michigan businesses

CORE VALUES

EXCELLENCE

- VISION — Believing in our vision, goals and culture
- INTEGRITY — Always do what is right
- MEASURES — Results through measures that matter
- TRANSPARENCY AND ACCOUNTABILITY — Acting decisively; delivering on commitments
- CUSTOMER FOCUSED — Exceptional service and satisfaction

VALUES

- ENTHUSIASM — “Can do” and “will do” attitude
- COURAGE — Expressing viewpoints constructively
- DUTY — Commitment to Michigan in word and deed
- FOCUS — Addressing and solving critical issues

TEAMWORK

- RESULTS — Valuing team results and sharing credit
- COLLABORATION — Respecting and engaging colleagues
- LOYALTY — Supporting decisions and those who make them
- CAMARADERIE — Having fun together, reinventing our state

BUSINESS INVESTMENT



ENTREPRENEURSHIP

Promote a culture of entrepreneurship and the development of high-growth, technology ventures by:

1. Facilitating the commercialization of technology
2. Ensuring the availability of key entrepreneurial services
3. Strengthening the state's entrepreneurial infrastructure



BUSINESS GROWTH

Provide high-value services to retain, grow, and diversify existing Michigan businesses by:

1. Delivering a toolbox of economic gardening services
2. Growing exports
3. Opportunistically attracting businesses to Michigan



ACCESS TO CAPITAL

Attract and leverage capital for business growth at all stages of the business lifecycle by:

1. Providing loan enhancement to increase bank lending
2. Expanding early-stage and venture capital access
3. Incubating high-impact business expansion

COMMUNITY VITALITY



VIBRANT COMMUNITIES

Deploy programs to facilitate the reinvigoration of city centers and rural communities across Michigan with a focus on:

1. Optimizing available funding sources for community revitalization
2. Investing in downtown mixed-use development, high-density corridors and anchor institutions

TALENT ENHANCEMENT



TALENT ENHANCEMENT

Develop, retain, attract and match an exceptional talent base with guidance from the needs of Michigan's growing employers by:

1. Improving talent matching
2. Attracting and retaining talent
3. Developing talent

STATE BRANDING



IMAGE

Improve Michigan's image as a business location and travel destination by:

1. Deploying a multi-channel tourism advertising campaign
2. Leveraging the Pure Michigan brand for business marketing
3. Coordinating Pure Michigan branding and messaging across state departments and with business and private partners



SEAMLESS DELIVERY

Coordinate business service delivery across state government by:

1. Interdepartmental coordination
2. A common customer experience across the state
3. Continuous problem solving

MEDC/MSF Structure



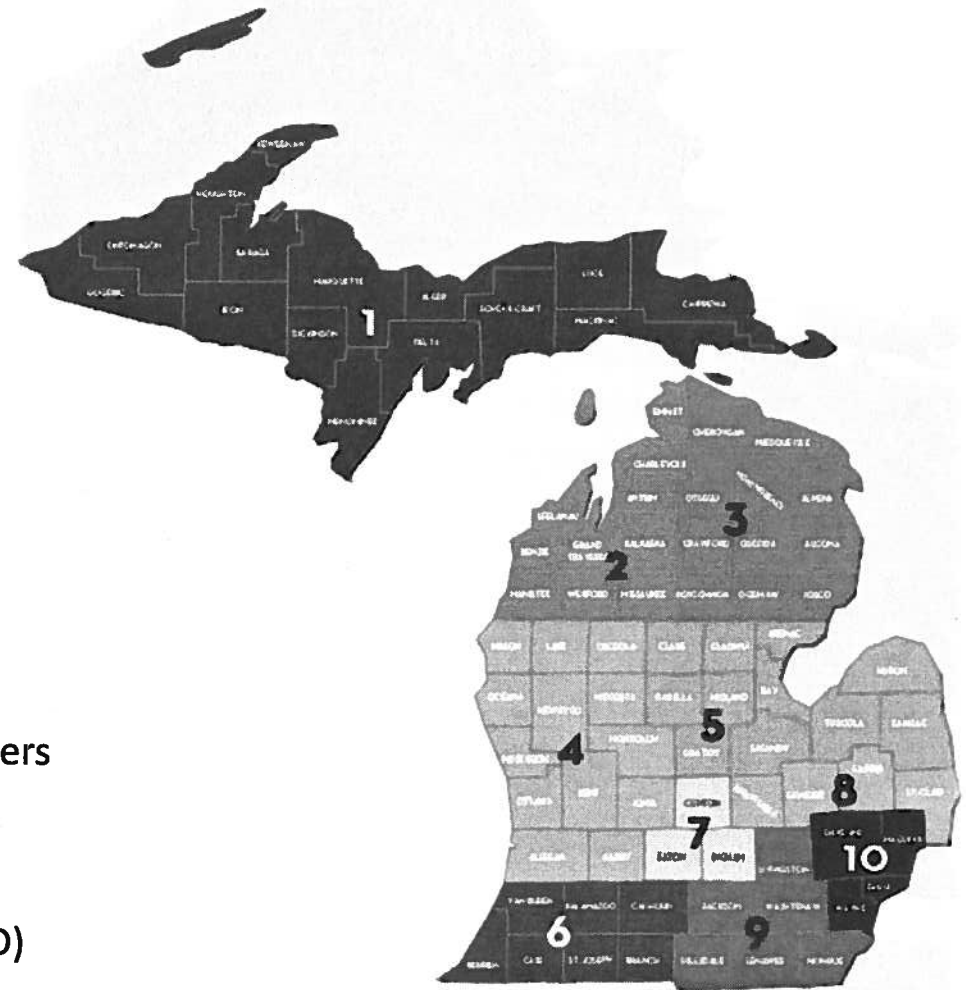
Regional Focus

Ten development regions

- Local partners act as members
- Objective to streamline services

MEDC and service providers have realigned territories

- Business Development Managers (BDMs)
- Community Assistance Team (CATEam)
- Regional Project Managers
- Michigan Small Business & Technology Development Centers (SBTDC)
- Michigan Manufacturing Technology Centers (MMTC)
- Transportation (MDOT)
- Agriculture & Rural Development (MDARD)





**Business Climate
and Development**

**Community
Development**

**Talent
Enhancement**

**Image
Enhancement**

Then

Tax Based Incentives
MBT
Centralized

Housing
Community
Investment

Workforce
Development

Tourism



Business Climate and Development

Then

Tax Based Incentives
MBT
Centralized

Now

Economic Gardening
CIT & PPT Phase-out
Regional

Community Development

Housing
Community
Investment

Quality of Place
Development Ready

Talent Enhancement

Workforce
Development

Closing the Skills Gap

Image Enhancement

Tourism

Michigan

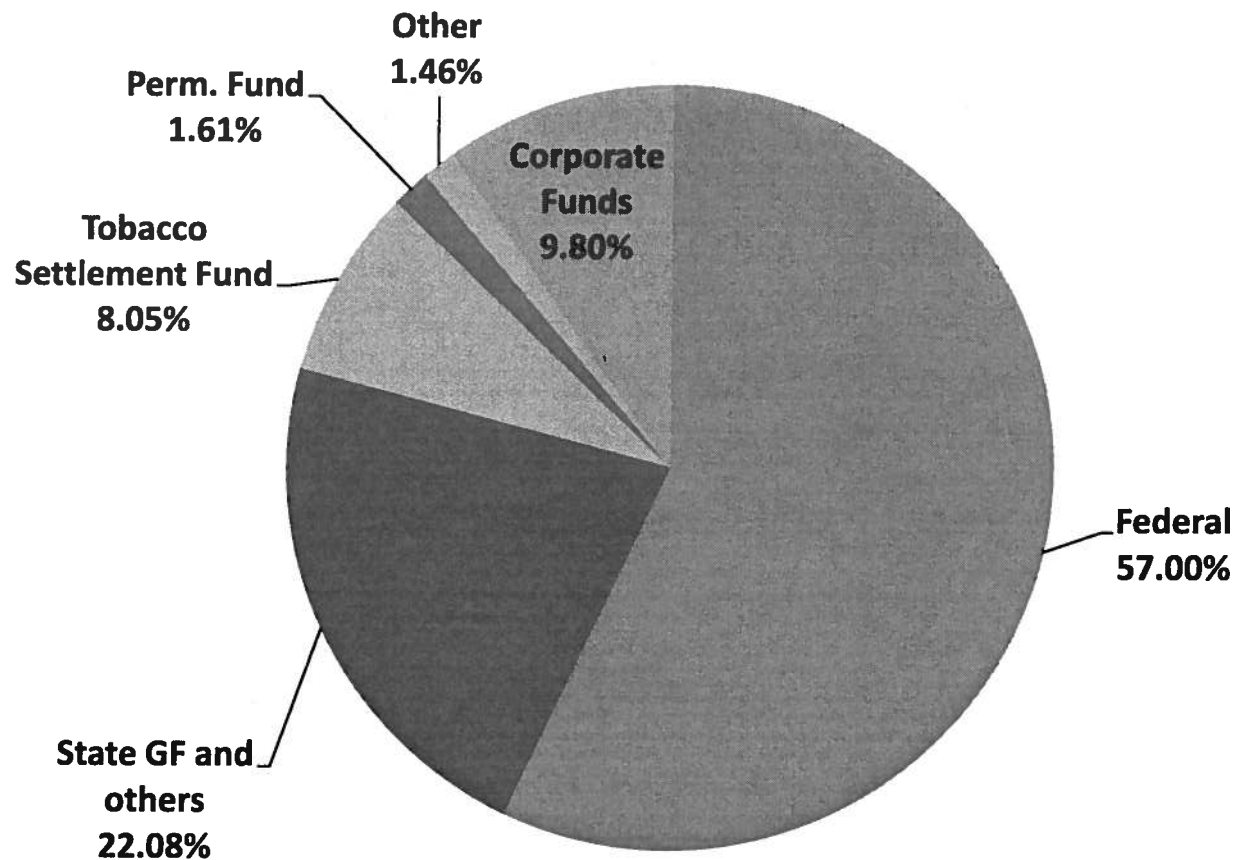
Interdepartmental Collaboration Committee (ICC)

Formed in response to Governor Snyder's Special Message of March 21, 2011



MEDC/MSF Funding Sources

FY13 – \$932 million



Voice of the Customer Program

- Governor Snyder challenged state departments to recognize citizens and end-users of State services as valued customers.
- Greater focus on customer service is part of a broader initiative of “reinventing our government”, part of the Governor’s 10-Point Plan.
- Voice of the Customer (VOC) is a core component of a balanced scorecard.
- VOC process is critical to understanding how to allocate resources for driving value-adding customer behavior.



The MEDC launched a VOC initiative targeted at six customer segments:

- Businesses • Communities • Entrepreneur • Workforce • Tourists • Travelers

Urban Initiatives

Community
Ventures



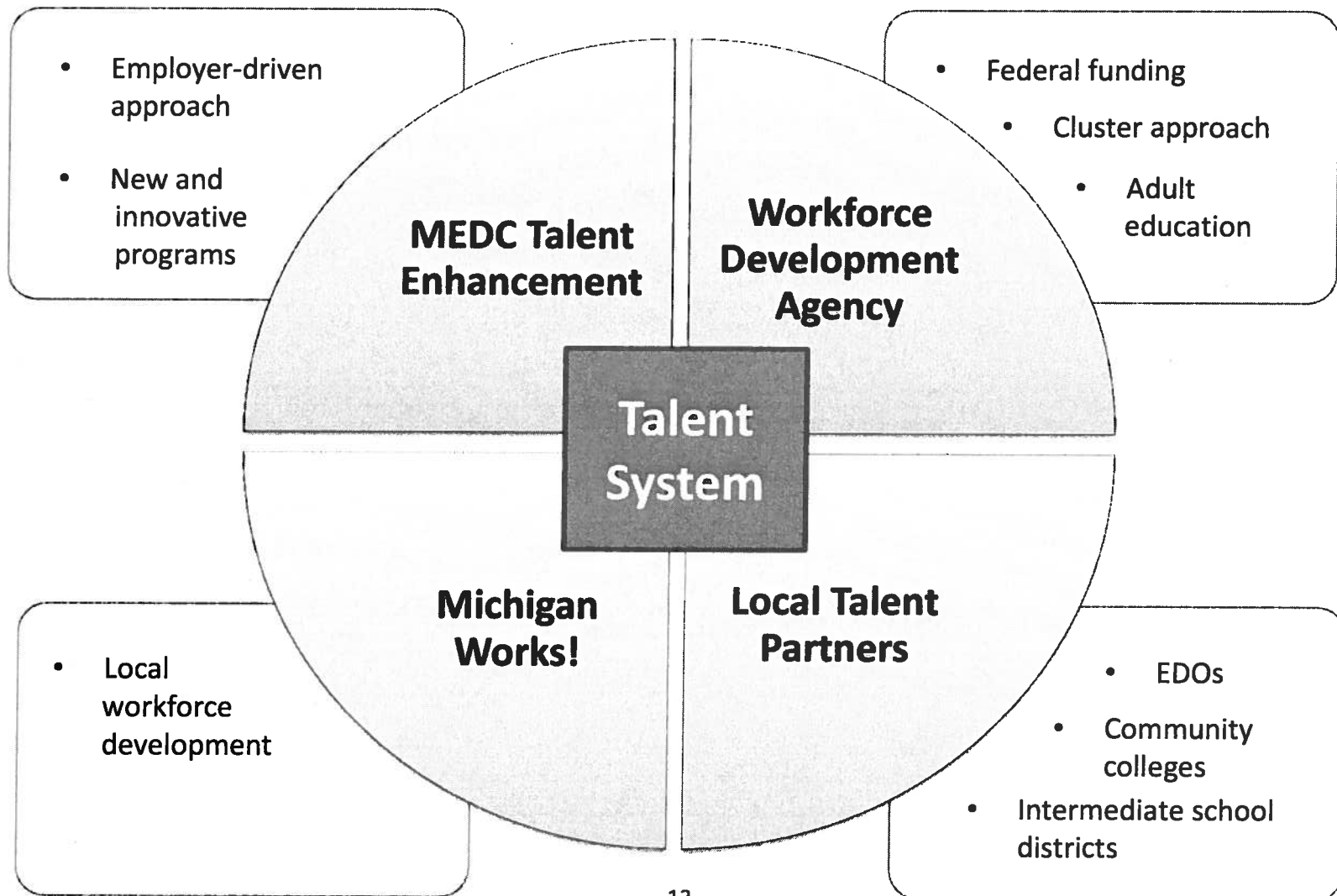
Detroit Lighting
Authority

State
Fairgrounds

Eastern
Market

Blight
Elimination

Talent System Organization



PURE *M*ICHIGAN

the new iconic state brand

\$1B

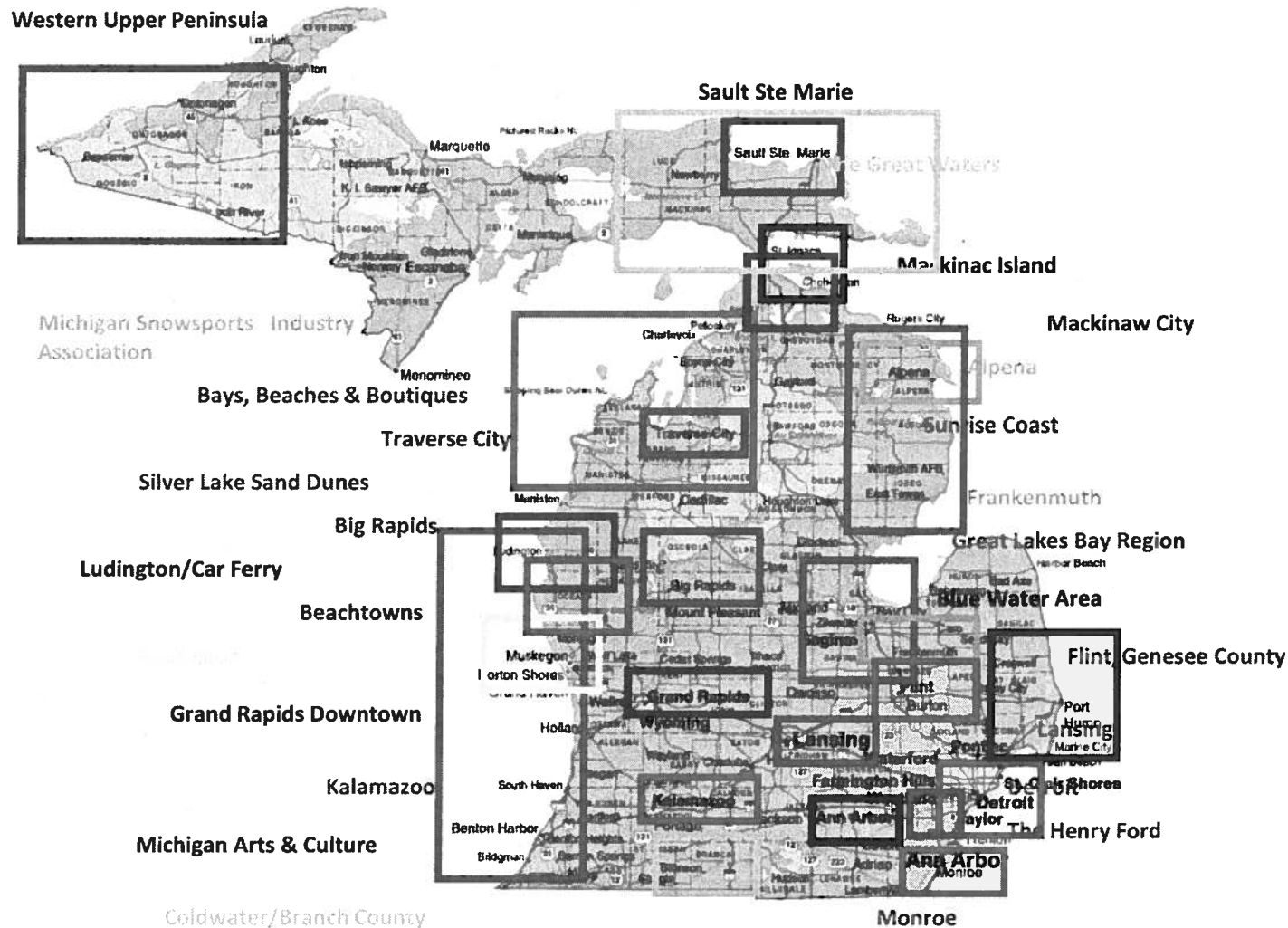
*additional out-of-state visitor spending from
the Pure Michigan tourism campaign*

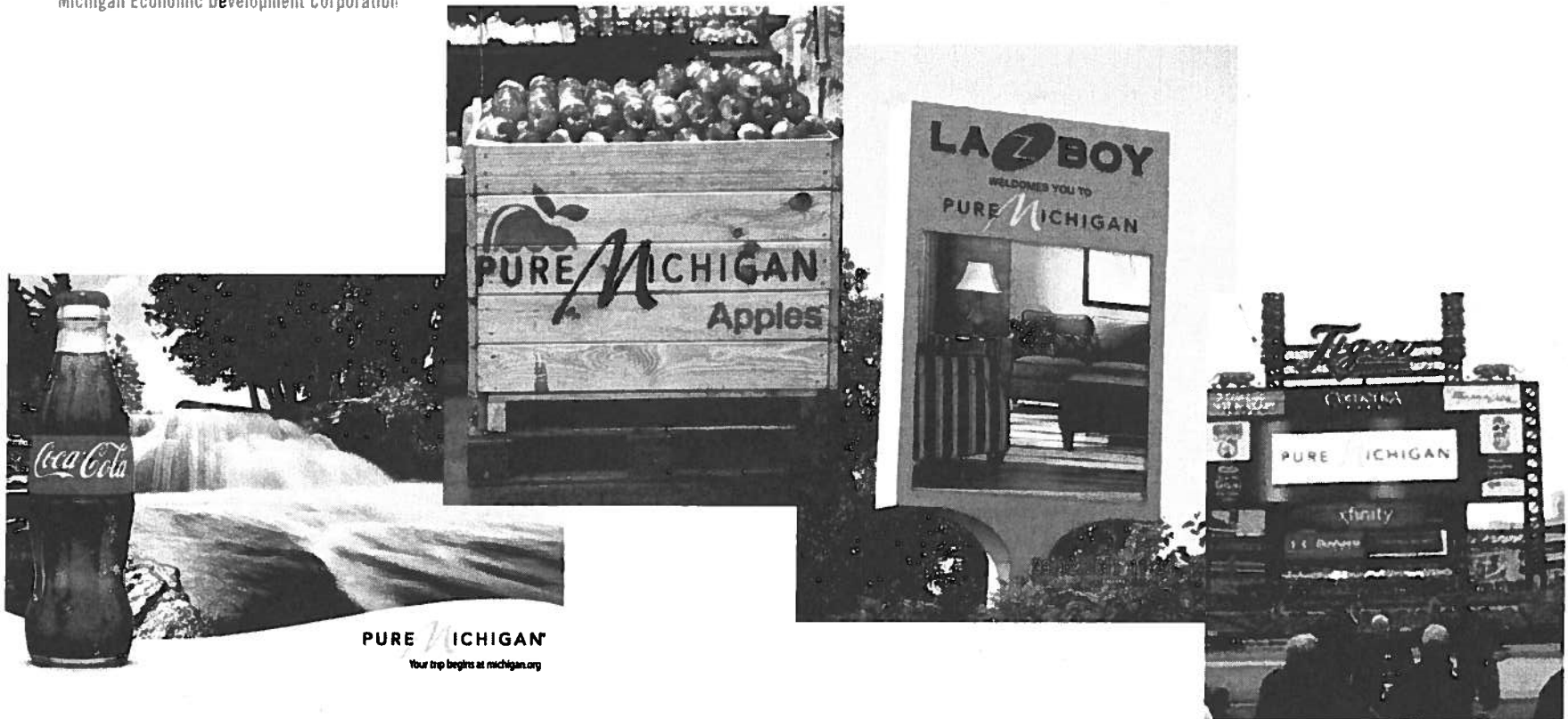
\$70M

additional Michigan sales tax



Travel Michigan 2012 Partners





Business Attraction & Sponsorships

*reinforcing the Michigan brand at key cultural
and sports events*



One State

integrating state services for citizen customers



PURE MICHIGAN®
Michigan Economic Development Corporation

About MEDC Contact MEDC

Grow Your Business

Talent & Jobs

Entrepreneurs and
Innovators



Hunting & Trapping

Bear Management Plan

Deer Management Plan

Hunting Applications &
Drawings

Hunter Education

Big Game

PURE MICHIGAN
HUNT

The Hunt of a Lifetime Could Be Yours!



Available in the App Store, Android Market
and BlackBerry App World.



PURE MICHIGAN®



What's the Score?



Government Performance

A strong link between strategy, budgets and metrics is essential to driving Michigan's reinvention forward. Agency scorecards not only provide transparency and accountability to Michigan taxpayers, they also serve as an internal management tool for decision-makers and a compass for all State of Michigan employees.

Access information on the strategic direction and current performance levels of each of the executive branch agencies organized according to the State's thematic groups, by clicking the links below.



BALANCED SCORECARD

AS OF DECEMBER 31, 2012

- Jobs
- Wages
- Private Investment
- Employment Matches

FINANCIAL

CUSTOMER

- Customer Satisfaction
- Customer Advocacy

- PURE MICHIGAN CAPITAL CONNECT
Deployed Capital
Leverage Ratio

- PURE MICHIGAN BUSINESS CONNECT
Facilitated Revenue
Service Hours

- PURE MICHIGAN TALENT CONNECT
Qualified Candidates

- PURE MICHIGAN TOURISM CAMPAIGN
Visitor Spending

OPERATIONAL

LEARNING & DEVELOPMENT

- Employee Engagement Index
- Champions

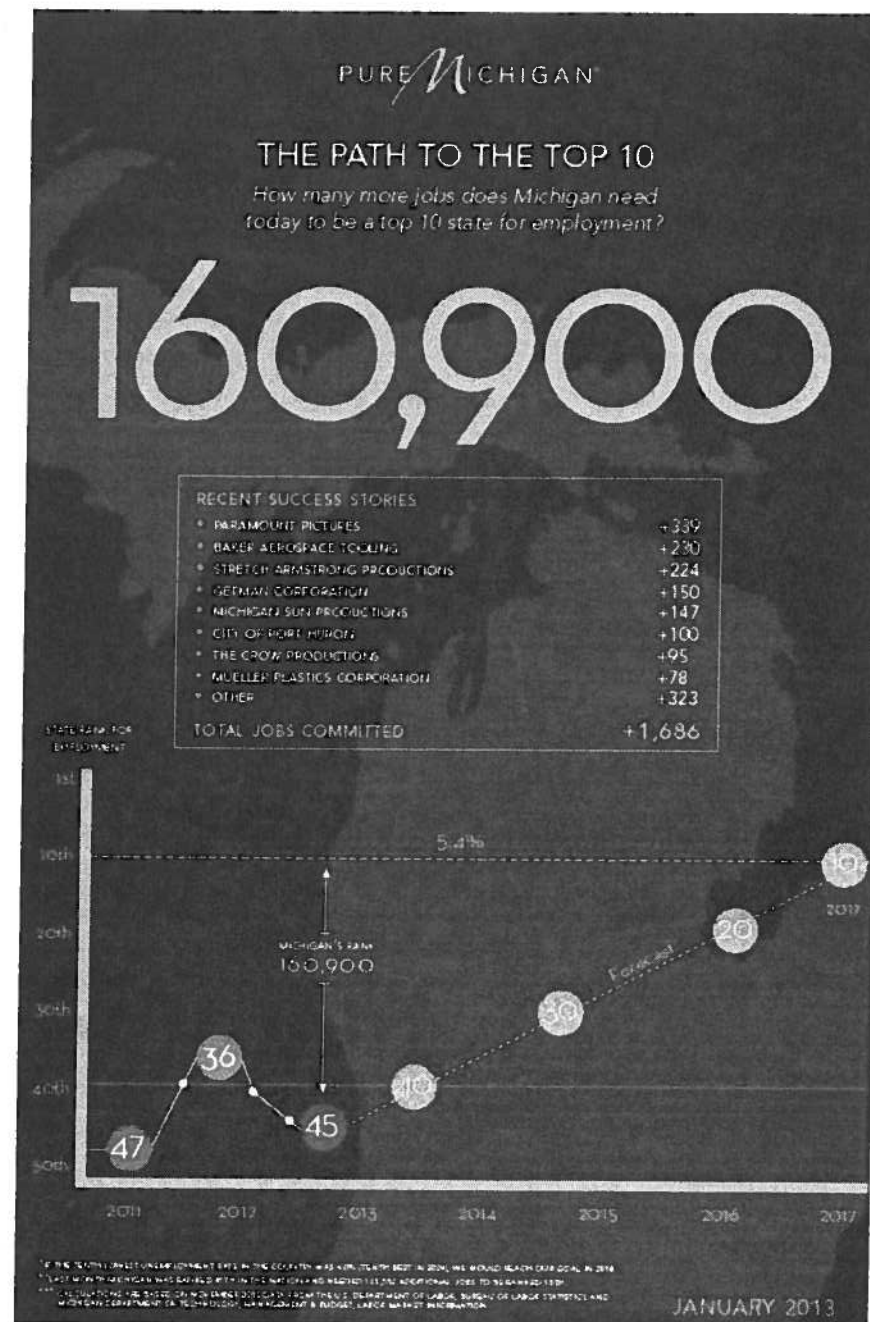
- GREATER THAN 90% OF ADJUSTED TARGET
- BETWEEN 75% AND 90% OF ADJUSTED TARGET
- LESS THAN 75% OF ADJUSTED TARGET
- DATA NOT AVAILABLE

- PERFORMANCE IMPROVING
- PERFORMANCE STAYING THE SAME
- PERFORMANCE DECLINING

www.michigan.gov/openmichigan

www.michigan.gov/midashboard

How far to Top 10 employment in the USA?



So how are we doing?

Michigan is America's comeback state

Michigan is **#1** on the list of states that recovered most from the Great Recession

In 2011, the Michigan economy grew **2.3%**, ranking as the **6th** best growth rate in the U.S.

Today, we have **177,700** new payroll jobs

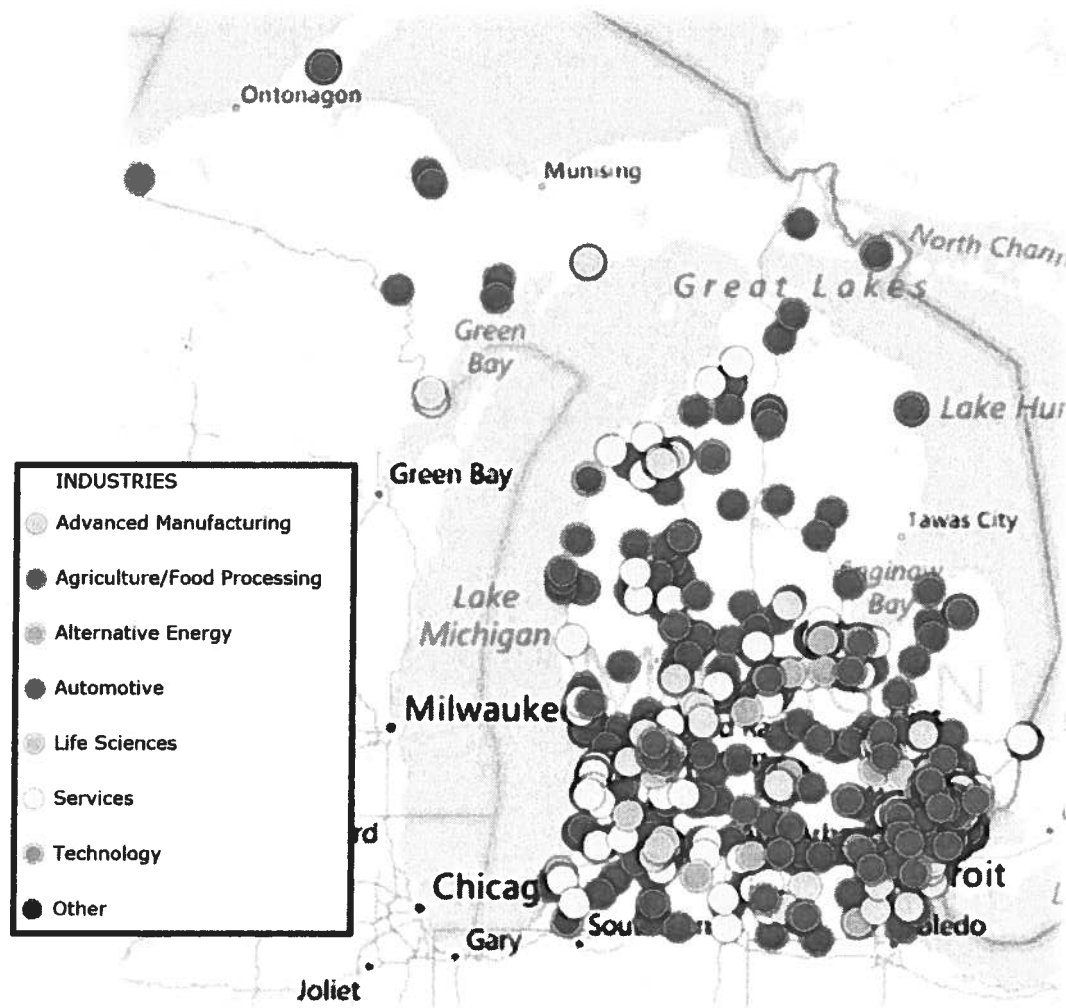
Unemployment is **8.9%** down from 14.2% in 2009

Michigan home sales were up **10%** in 2012

Michigan ranks **#3** for high-tech job growth

Recent incentives support **14** companies to invest **\$1.1** billion and add **4,590 jobs** to the state

2011-12 Project Successes





Questions?

www.michigan.org

www.michiganadvantage.org